

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

GMMB
3050 K St. NW
Suite 800
Washington, DC 20007

Contract / Revision		Alt Order #
364715 /		06867218
Product		
:60 Schedule A		
Contract Dates	Estimate #	
10/25/12 - 10/29/12	2175	
Advertiser	Original Date / Revision	
Obama for America	10/24/12 / 10/24/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WTMJ	Anjanette Brady	Petry-Philadelphia
Special Handling		
Demographic		
Households		
IDB#	Advertiser Code	Product Code
	95	101
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Amount	
N 1	WTMJ	10/25/12	10/26/12	Live at Daybreak-Early	5a-6a		1:00			NM	2	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/12	10/28/12	---	TF--				2	\$900.00				
N 2	WTMJ	10/29/12	10/29/12	Live at Daybreak-Early	5a-6a		1:00			NM	1	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/29/12	11/04/12	M-----					1	\$900.00				
N 3	WTMJ	10/25/12	10/26/12	Live at Daybreak	6a-7a		1:00			NM	2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/12	10/28/12	---	TF--				2	\$1,500.00				
N 4	WTMJ	10/29/12	10/29/12	Live at Daybreak	6a-7a		1:00			NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/29/12	11/04/12	M-----					1	\$1,500.00				
N 5	WTMJ	10/25/12	10/26/12	Today Show M-F	7a-9a		1:00			NM	3	\$4,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/12	10/28/12	---	TF--				3	\$1,400.00				
N 6	WTMJ	10/29/12	10/29/12	Today Show M-F	7a-9a		1:00			NM	2	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/29/12	11/04/12	M-----					2	\$1,400.00				
N 7	WTMJ	10/25/12	10/26/12	The Morning Blend	9a-10a		1:00			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/12	10/28/12	---	TF--				1	\$300.00				
N 8	WTMJ	10/29/12	10/29/12	The Morning Blend	9a-10a		1:00			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/29/12	11/04/12	M-----					1	\$300.00				
N 9	WTMJ	10/25/12	10/26/12	Today Show II	10a-11a		1:00			NM	2	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/12	10/28/12	---	TF--				2	\$450.00				
N 10	WTMJ	10/29/12	10/29/12	Today Show II	10a-11a		1:00			NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/29/12	11/04/12	M-----					1	\$450.00				
N 11	WTMJ	10/25/12	10/26/12	Today Show III	11a-12n		1:00			NM	2	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/12	10/28/12	---	TF--				2	\$450.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Advertiser	Estimate #
Obama for America	2175
Advertiser	Original Date / Revision
Obama for America	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 12	WTMJ	10/29/12	10/29/12	Today Show III	11a-12n		1:00			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12								1	\$450.00			
N 13	WTMJ	10/25/12	10/26/12	Live at Noon	12p-1230p		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/22/12								1	\$800.00			
N 14	WTMJ	10/29/12	10/29/12	Live at 12:30	1230p-1p		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12								1	\$800.00			
N 15	WTMJ	10/25/12	10/26/12	Days of Our Lives	1p-2p		1:00			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/22/12								2	\$600.00			
N 16	WTMJ	10/29/12	10/29/12	Days of Our Lives	1p-2p		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12								1	\$600.00			
N 17	WTMJ	10/25/12	10/26/12	Access Hollywood Live-2pm	2pm-3pm		1:00			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/22/12								2	\$400.00			
N 18	WTMJ	10/29/12	10/29/12	Access Hollywood Live-2pm	2pm-3pm		1:00			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12								1	\$400.00			
N 19	WTMJ	10/25/12	10/26/12	Live at 3:00 News	3p-4p		1:00			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/22/12								1	\$450.00			
N 20	WTMJ	10/29/12	10/29/12	Live at 3:00 News	3p-4p		1:00			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12								1	\$450.00			
N 21	WTMJ	10/25/12	10/26/12	Live at 4:30 News	430p-5p		1:00			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/22/12								2	\$1,000.00			
N 22	WTMJ	10/29/12	10/29/12	Live at 4:30 News	430p-5p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12								1	\$1,000.00			
N 23	WTMJ	10/25/12	10/26/12	Live at 5 News	5p-530p		1:00			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/22/12								2	\$1,600.00			
N 24	WTMJ	10/29/12	10/29/12	Live at 5 News	5p-530p		1:00			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12								1	\$1,600.00			
N 25	WTMJ	10/25/12	10/26/12	Live at 6 News	6-630p		1:00			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/22/12								1	\$1,700.00			
N 26	WTMJ	10/29/12	10/29/12	Live at 6 News	6-630p		1:00			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/29/12								1	\$1,700.00			
N 27	WTMJ	10/25/12	10/26/12	Late Night w/Jimmy Fallon	1137p-1236a		1:00			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 10/22/12								2	\$600.00			
N 28	WTMJ	10/29/12	10/29/12	Late Night w/Jimmy Fallon	1137p-1236a		1:00			NM	1	\$600.00

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										Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/29/12	11/04/12	M-----				1	\$600.00		

Totals

40 \$36,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	25	\$22,450.00	\$19,082.50
10/29/12 - 10/29/12	15	\$13,550.00	\$11,517.50
Totals	40	\$36,000.00	\$30,600.00

Signature: _____ **Date:** _____

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